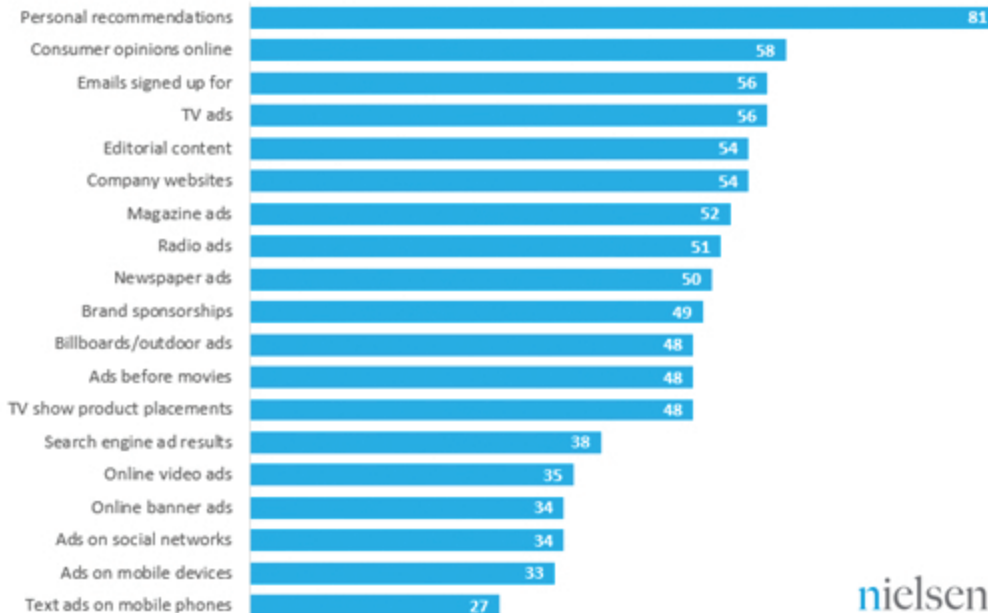


## Most trusted advertising formats among UK consumers



nielsen